

## Goals, Strategies, and Actions

### Goal

**PR – Provide a range of recreational facilities and activities that are affordable, accessible, appropriate, and adequate in number, size, type and location to accommodate the needs of all County residents and that promote personal growth, social development and healthy lifestyles.**

### Strategies and Actions

**PR 1 – Match public facilities and programs with citizen needs for recreation and open space.**

- PR 1.1 – Implement the specific strategies and tactics approved in the 2009 James City County Parks and Recreation Master Plan Strategy Matrix.
- PR 1.2 – Prioritize potential property acquisition for parks in underserved areas of the County.
- PR 1.3 – Continue to develop Freedom Park and the Warhill Sports Complex based upon approved master plans as funds become available.
- PR 1.4 – Update and develop master plans for County-owned parks to coordinate construction phasing and validate capital improvement requests.
- PR 1.5 – Continue to plan and develop a park with open space areas on the 13-acre water tower parcel next to the James City County Recreation Center.
- PR 1.6 – Develop parks and fields in conjunction with new school development whenever possible and continue to collaborate with Williamsburg-James City County Schools during the site design process.

**PR 2 – Continue to develop an integrated network of linear parks, trails, bikeways, sidewalks and greenways with connections to a regional greenway system that allow foot or bike access to destinations and that preserve the diverse natural, cultural, scenic and environmental resources of the community that contribute to recreation activities.**

- PR 2.1 – Continue to coordinate with the Virginia Department of Transportation (VDOT), the Historic Triangle Bicycle Advisory Committee, and local running, hiking and bicycling clubs to develop a bikeway network consistent with the adopted Regional Bikeways Map and support the public provision of bicycle facilities by seeking County funding whenever feasible and by seeking non-County funding sources.
- PR 2.2 – Incorporate bikeway design standards from the Greenway Master Plan into the County's Zoning Ordinance. These design standards should address not only cross sections and surface materials, but also signage, support facilities (such as bike racks, benches, trash receptacles, etc.) and road crossing safety measures.
- PR 2.3 – Update the Greenway Master Plan and develop a new strategic Action Plan based on the current needs, conditions, objectives and funding resources in order to continue to improve bike and pedestrian connectivity in the community.
  - PR 2.3.1 – Continue to seek funding in the Capital Improvements Program (CIP) for the acquisition and use of open space areas and greenways to preserve the scenic, natural and historic character of the area.

PR 2.3.2 – Collaborate with adjacent localities, developers and other interested organizations to align and integrate plans.

- PR 2.4 – Continue to collaborate regionally to improve connectivity of open space, including but not limited to working with Hampton Roads Planning District Commission (HRPDC) and County staff to develop a local level green infrastructure map which identifies critical natural, cultural and recreational networks and develop a plan for implementation. Build upon the open space diagram in the Greenway Master Plan.
- PR 2.5 – Work with the National Park Service to realize the recreational and cultural potential of Green Spring Plantation, including evaluation of a multi-use trail on Centerville Road between Monticello Avenue and John Tyler Highway (Route 5).

**PR 3 – Research and pursue alternative methods for funding park development and recreation programs that create a positive cash flow to offset expenditures, including private sector partnerships, establishment of a park foundation, citizen volunteers, grants and revenue producing facilities.**

- PR 3.1 – Reinstitute the grant-in-aid program, if financially feasible, for neighborhood associations and other non-profit groups to make funds available for neighborhood park improvements.
- PR 3.2 – Coordinate Purchase of Development Rights, greenway, greenspace, community character and environmental protection programs to maximize utility of shared resources, funding and criteria necessary for site selection and land protection.
- PR 3.3 – Submit grant applications to secure funds for new parks and recreation programs, services, facilities and related transportation services.
- PR 3.4 – Emphasize the maintenance of existing facilities as a way to make efficient use of limited financial and physical resources.

**PR 4 – Continue to provide access to major water bodies for expansion of water recreation opportunities.**

- PR 4.1 – Seek additional waterfront access on the James, York and Chickahominy rivers to improve and expand water access and blueway trail development, especially in areas currently lacking water access, such as the lower James River.
- PR 4.2 – Develop recreational components of the Jamestown Beach Campground, Jamestown Yacht Basin, and Chickahominy Riverfront Park in accordance with approved master plans.
- PR 4.3 – Collaborate with the National Park Service to continue to provide trail information at designated Chesapeake Bay Gateways and for the Captain John Smith water trail.

**PR 5 – Collaborate with developers of all new developments to provide neighborhood park facilities, sidewalks, bikeways and trails as outlined in the Parks and Recreation, Greenway, and Sidewalk master plans and to permanently protect open space and natural resources.**

- PR 5.1 – Continue to encourage new developments to dedicate or otherwise permanently convey open space, greenway and conservation areas to the County or a public land trust.
- PR 5.2 – Encourage new developments to dedicate right-of-way and construct sidewalks, bikeways and greenway trails for transportation and recreation purposes, and construct such

facilities concurrent with road improvements and other public projects in accordance with the Pedestrian Accommodation Master Plan, the Regional Bikeways Map, and the Greenway Master Plan.

- PR 5.3 – Encourage new developments requiring legislative review to proffer public recreation facilities consistent with standards in the Parks and Recreation Master Plan. New developments should have neighborhood parks with trails, bikeways, playgrounds, practice fields and open spaces.
- PR 5.4 – Maintain a comprehensive inventory of privately owned recreation facilities within the County and apply a percentage of these facilities towards meeting the overall Parks and Recreation Facility and Service Standards.
- PR 5.5 – Amend Zoning Ordinance regulations to facilitate development of recreational facilities, including but not limited to neighborhood parks, playgrounds, sport courts, fields and trails within by-right residential developments in accordance with design standards as enabled by the Code of Virginia.

**PR 6 – Incorporate the particular needs of the County’s diverse population, including but not limited to teens, at-risk youth, seniors and persons with disabilities when planning for recreational facilities, programs and greenways.**

- PR 6.1 – Include input from teens, at-risk youth, seniors and persons with disabilities in all master plans for new parks.
- PR 6.2 – Re-evaluate the types of programs offered based on changing County demographics and citizen needs.
- PR 6.3 – Continue to offer the Inclusion service and conduct assessments with persons with disabilities to ensure necessary accessibility for participation in recreation programs.
- PR 6.4 – Establish program performance measures (including goals, objectives and essential eligibility guidelines) to incorporate consistent standards in program design.
- PR 6.5 – Incorporate leadership and volunteerism in teen programs in an effort to increase skill building and employability within the County.
- PR 6.6 – Include programs and services that build resiliency in at-risk youth and their families.

**PR 7 – Address issues of affordability and accessibility in planning recreation programs.**

- PR 7.1 – Work with Williamsburg Area Transit Authority to improve the public transportation service to County parks and facilities.
- PR 7.2 – Plan for multiple points of access for vehicles, pedestrians and bicyclists to improve connectivity between Parks and Recreation Department facilities and surrounding neighborhoods.
- PR 7.3 – Re-evaluate and continue to provide financial assistance to families and individuals who are most in need for essential programs (such as the before and after school program) and continue to offer free access times at County recreation centers.
- PR 7.4 – Conduct a comparative market analysis to review fees bi-annually to ensure that programs are offered at fair market value.
- PR 7.5 – Identify potential partnerships with neighborhoods to develop neighborhood programming.

**PR 8 – Support programs that promote healthy lifestyles, such as fitness, aerobics and wellness education, and that emphasize conservation and environmental awareness.**

- PR 8.1 – Enhance the partnerships with Williamsburg-James City County Schools to offer joint programming for health and wellness.
- PR 8.2 – Develop a plan to incorporate health and wellness components into program areas.

**PR 9 – Continue to promote awareness of the recreational opportunities available to County residents and visitors.**

- PR 9.1 – Continue to disseminate brochures and keep up to date information on the website to inform County residents and visitors about County parks and recreational opportunities in accordance with approved public information plans.
- PR 9.2 – Provide information at community events regarding Parks and Recreation Department programs and services.

**PR 10 – Sponsor educational opportunities that emphasize the connections between parks and recreation and environmental and historical preservation.**

- PR 10.1 – Enhance existing facilities and marketing efforts to fully promote an ecotourism program that promotes passive recreational opportunities within natural open spaces and special environmental and historical areas and identify and designate lands in support of this purpose.
- PR 10.2 – Continue to promote signage and programs that provide educational opportunities in cultural and natural resources. Develop public historical interpretive sites at County facilities in keeping with the County's Archaeological Policy.

**PR 11 – Design, construct, and operate facilities in a sustainable manner.**

- PR 11.1 – Develop sustainable strategies similar to LEED (Leadership in Energy and Environmental Design) for the design and location of parks and incorporate the strategies into park development guidelines, where feasible.